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July 28, 2016

### **PS MAGAZINE WINS ASBPE NATIONAL GOLD AWARD**

*Front cover that unveiled rebranding named best in country.*

Chicago, IL - In March 2015, readers of *Print Solutions* magazine saw a cover that appeared dirty and featured intentionally horrible headlines, including "How to Develop a Campaign That Barely Works" and "Top 10 Excuses You Can Use to Reject New Ideas." To see the rebranded and redesigned *PS Magazine*, readers were instructed to tear the cover from the top, which unveiled the new look.

That cover just rose to the top of the most prestigious B2B publication competition in the United States.

*PS Magazine* captured the National Gold Award in the Design—Front Cover category at the 38th annual Azbee Awards of Excellence banquet, held July 21 at the Poynter Institute in St. Petersburg, Florida. The competition is organized by ASBPE (formerly known as the American Society for Business Publication Editors), the professional association for editors, writers, art directors and designers employed nationwide in the business, trade and specialty press.

The Azbee Awards are open to all U.S.-based business and trade publications. This year, ASBPE received about 1,150 entries.

Only one took Gold in the Design—Front Cover category. *PS Magazine's* rebranding "zip strip" cover presented a cleaner look and stories with a more conversational, supportive voice. The publication's editorial and design team also focused on presenting content with more obvious take-away value.

"Having the best-judged magazine cover in the country in 2015 is simply tremendous, and it speaks to the creativity and hard work of our entire team," said Barbara O'Connor, executive vice president of PSDA, the association that publishes *PS Magazine*. "We succeed when our members do, and to that end, it's important to deliver a monthly magazine that keeps pushing forward in new ways. The redesign was a major step forward — and a great example of how we deliver value to readers. I couldn't be more proud of our team."

In April, *PS Magazine* won a Regional Gold Award for the same rebranding cover, as well as a Regional Silver Award for Overall Publication Redesign.

The June/July issue of *PS Magazine* is available now and at no cost to all PSDA members. To learn more about PSDA membership or to purchase a subscription visit [psda.org](http://psda.org).

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### **About *PS Magazine***

*PS Magazine* is written for distributors of print and marketing services — companies that find sources for print and marketing materials (brochures, flyers, labels, promotional products, etc.) and provide those products to clients. The publication's goal is to help distributors grow sales by seizing opportunities, employing smarter sales strategies and connecting more effectively with each other. The magazine, printed 10 times per year, is published by the Print Services & Distribution Association (PSDA) and has won more than 100 editing and design awards in the last 30 years. For details, visit [www.psd.org](http://www.psd.org).

### **About ASBPE**

Founded in 1964 as the American Society of Business Press Editors, ASBPE is the professional association for editors, writers, art directors and designers employed in the business, trade and specialty press. The official name was changed to the American Society of Business Publication Editors in 1997, and to ASBPE in 2012. ASBPE has chapters in cities nationwide, including Chicago, Boston, New York, Kansas City, Cleveland and Washington, D.C.